

## **DOT/EPA**

### ***It All Adds Up To Cleaner Air Initiative*** **Seasonal Theme Program Materials: Winter**

#### **SAMPLE NEWSLETTER STORY**

A story designed for organization newsletters, to inform external audiences about the Winter Theme Program and available materials.

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#### **Winter *It All Adds Up to Cleaner Air* Traffic Congestion and Cleaner Air Public Information Program**

A national public education campaign to improve air quality and reduce traffic congestion has added new resources focused on winter themes.

The *It All Adds Up To Cleaner Air* initiative – cosponsored by the U.S. Department of Transportation and U.S. Environmental Protection Agency – now has available winter-specific public education materials.

The overall goal of the initiative is to raise public awareness that by making a few small changes in our travel choices we can have less traffic congestion and cleaner air. The winter themes of trip chaining – or combining errands into one trip – and telecommuting remind people that they can take simple steps to reduce traffic congestion and air pollution in every season.

New promotional materials include:

- Flash animation that combines music, pictures and text to highlight the winter-program messages, plus instructions on how to link to it from your Web site
- Print ads (eight) that promote the winter messages
- Outdoor and transit ads (sixteen) focusing on the winter messages
- Radio scripts (three) that promote the winter messages
- Flyer with winter tips
- Online quiz focused on the winter tips, plus instructions on how to add it to your Web site
- Press release sample that a community could use to announce its participation in the winter theme program

- Event/activity suggestions for promoting the winter tips
- Trip Chain Checklist to help people plan multiple activities in a single trip

(NAME OF ORGANIZATION) is participating in the initiative, so keep an eye out for the messages in our outreach materials this winter. For more information on the (NAME OF ORGANIZATION) program, contact (ORGANIZATION CONTACT NAME AND PHONE NUMBER OR URL). The new seasonal information is available for download at [www.italladdsup.gov/community\\_partners/seasonal.html](http://www.italladdsup.gov/community_partners/seasonal.html).